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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/001,992	12/05/2001	Ritsuko Tanaka	1086.1152	2820
21171	7590	09/05/2007		
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			EXAMINER RETTA, YEHDEGA	
			ART UNIT 3622	PAPER NUMBER
			MAIL DATE 09/05/2007	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Office Action Summary**

Application No.

10/001,992

Applicant(s)

TANAKA ET AL.

Examiner

Yehdega Retta

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 07 June 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-18 and 21-25 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-18 and 21-25 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 11/21/06.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

This office action is in response to Request for Continued Examination filed June 7, 2007. Applicant amended claims 1-3, 5-10, 13-18, 21-25 and canceled claims 19-20. Claims 1-18 and 21-25 are currently pending.

#### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-16, 18 and 21-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Orikomio as described in applicant background and further in view of Kent US 2002/0040374.

Regarding claims 1, 18 and 21, Orikomio teaches a database which registers a supplier providing a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service and said first non-privileged service having a first advertisement, and said database registers the users that have a subscription with the supplier for the first non-privileged service; an advertisement preparation unit for preparing a second advertisement, requested by an advertiser, to be provided as a second service for subscription users to the first-non privileged service, for by placing said second advertisement on a privileged Web page and an advertisement utilization unit which, when a user is identified as a subscription user to the first non-privileged service based upon the database through the-input user information, allows the subscription user to view said second advertisement on the privileged Web page so as to provide the privileged second service;

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wherein the privileged second service is provided to the subscription user at an independent time and by a different medium from the first non-privileged service. Applicant discloses that in recent years, with respect to an advertising system of a local area contacting type utilizing the Internet, the Internet inserted-bill supplying service, "Orikomio!.RTM.", which allows the user to view advertisements, etc. of a desired area by allowing the user to input the postal code of the corresponding area, has started in a limited area (<http://www.dnp-orkomio.com/CGI/pilot/home.cgi>). Applicant discloses that in this system, advertisements and recruitment information that have been registered by advertisers such as retail outlets with the payment of advertising fees are placed on the Web pages for three days so that *general users and registered users are allowed to view desired pages for free of charge*, and this system is expected as an advertising system of the local area contacting type. Orikomio does not teach the second advertisement is viewed only by subscribers on the privileged web page (online newspaper or magazine). Kent teaches subscribers viewing second advertisement (the advertisement on the online newspaper) (see [0009] – [0014]). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to require Orikomio's subscriber to register for the online publication or newspaper for the intended purpose of providing customized or personalized printed material with their personal content and advertising preferences as taught in Kent (see [0009]).

Regarding claims 2, 22-25, Orikomio teaches a contractor database that registers subscription users that have a subscription contract with a newspaper dealer to deliver a newspaper to the subscription users; an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a privileged Web

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page and an advertisement utilization unit which when a user is identified as a contractor subscription user having a subscription contract for the newspaper on the database through the inputted user information, allows the subscription user to view said advertisement on the privileged Web page as a privilege service provided under said subscription contract; wherein the advertisement view is provided to the subscription user at an independent time and by a different medium from a delivery of the newspaper. Applicant discloses that in recent years, with respect to an advertising system of a local area contacting type utilizing the Internet, the Internet inserted-bill supplying service, "Orikomio!.RTM.", which allows the user to view advertisements, etc. of a desired area by allowing the user to input the postal code of the corresponding area, has started in a limited area (<http://www.dnp-orkomio.com/CGI/pilot/home.cgi>). Applicant discloses that in this system, advertisements and recruitment information that have been registered by advertisers such as retail outlets with the payment of advertising fees are placed on the Web pages for three days so that *general users and registered users are allowed to view desired pages for free of charge*, and this system is expected as an advertising system of the local area contacting type. Therefore, Orikomio teaches when a user is identified as a subscriber user having a subscriber contract for the newspaper allows the user to view said advertisement on the privileged web page however wherein the advertisement view is provided to the subscriber user at an independent time and by a different medium (web page) from a delivery of the newspaper failed to teaches the subscriber is identified through inputted user information. Kent teaches subscribers identified from inputted user information to view privilege Web page and the advertisement (the advertisement on the online newspaper) (see fig. 3 and [0009] – [0014], [0043]). Therefore, it would have been obvious to one of ordinary

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skill in the art at the time of the invention to require Orikomio's subscriber to register and to be identified from the inputted information for the intended purpose of providing customized or personalized printed material with their personal content and advertising preferences, as taught in Kent (see [0009]).

Regarding claims 3-5, Orikomio teaches inputting an electronic medium advertisement from an advertiser and places the resulting advertisement on said privileged Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said privileged Web page; preparing an advertisement requested by an advertiser or a Web page of the advertiser (Applicant discloses that in this system, *advertisements and recruitment information that have been registered by advertisers* such as retail outlets with the payment of advertising fees are *placed on the Web pages* for three days so that general users and registered users are allowed to view desired pages for free of charge); wherein, when a user views said advertisement on the privileged Web page, said advertisement utilization unit gives a privilege offer by a newspaper dealer or an advertiser to the subscription user viewing said advertisement (general users and registered users allowed to view the web page which includes the advertisement and recruitment information).

Regarding claims 6, 10-11 and 16, Orikomio does not teach storing advertisement selection information specified and desired by the subscription user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile, is taught in Kent ([0072], [0083], [0036]). Orikomio also does not teach automatically edits a Web page dedicated to a subscriber user based upon advertisement selection information specified by the subscriber and stores or downloads the resulting data to a

user device, it is taught in Kent (see [0072], [0083], [0036]). It would have been obvious to one of the ordinary skill in the art at the time of the invention to modify Orikomio online publication to be able to be mailed as in Kent for the intended purpose of allowing the subscriber to also have a hard copy of the newspaper as in Kent. It would also have been obvious to one of ordinary skill in the art at the time of the invention to edit the Web page for the intended purpose of providing customized or personalized printed material with their personal content and advertising preferences, as taught in Kent (see [0009]).

Regarding claims 7, 8 and 15, Orikomio does not explicitly teach wherein based upon a linking request specified by the subscription user, said advertisement utilization unit makes a link to a Web page of the advertiser. However official notice is taken that is old and well known in the art to provide a link to advertiser web site in the art of e-commerce. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention for the advertiser of Orikomio to provide link to their web site so the user could access additional information for the advertisement or a purchase opportunity for the user to purchase the advertised product. Claim 8 recites “makes access to a Web page of the advertiser managed by a newspaper dealer on a same chain in a different area”. Whether the advertiser is in the same chain in the same are or different area does not make any difference since the link provided is to any advertiser who is advertising on the Web page.

Regarding claim 9, placing local information other than advertisements, such as bulletin boards and link collections on said Web page, and said advertisement utilization unit publicizes local information to contractor users and non-contract users of said database is inherent feature to Orikomio’s Web page. These features are also taught by Kent (see fig.2).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to include such information since this is the standard practice for publishing newspapers.

Regarding claims 12 and 13, Orikomio does not explicitly teaches, upon receipt of a visiting request from a non-contract user not registered in the database, said advertisement utilization unit presents an application page for newspaper subscriber contract, it is taught in Kent (see [0038], [0043], [0044]). Kent also teaches wherein said advertisement utilization unit retrieves subscription users who need to update the contract from the database, and displays the necessity of updating the contract at the time of visiting said privileged Web page (see [0075, 0076]). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to provide an application page for newspaper subscriber contract to Orikomio's Web page, as in Kent in order to have user's profile for the intended purpose of providing a customized or personalized Web page (publication).

Regarding claim 14, Orikomio/Kent does not teach preparation of a guide map upon a request from the user. Official Notice is taken that is old and well known in the art of WWW to provide a preparation of a guide map and to display it. On-line advertisers provide a program such as Mapquest to provide a map of a location, including the current location of the user and the destination specified by the user, in order to find the geographical location of the advertiser. It would have been obvious to one of ordinary skill in the art at the time of the invention to provide such feature, in Orikomio/Kent web page, since Internet users use on-line map, such as Mapquest, to find the location of the advertiser providing the advertisement.



Claim 17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Orikomio in view of Kent US 2002/0040374 further in view of Fredrickson Pub. No. US 2002/0019768 (hereinafter Fredrickson).

Regarding claim 17, Fredrickson teaches collecting registers visiting information of the user for each advertisement visit and determines and settles publication fee based upon the results of the survey (see 0050, 0065, 0066, 0067 and 0068-0086). It would have been obvious to one of ordinary skill in the art at the time of the invention to include such feature, in Orikomio/Kent, in order to charge advertisers based upon the visits, as taught in Fredrickson.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yehdega Retta whose telephone number is (571) 272-6723. The examiner can normally be reached on 8-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

A handwritten signature in black ink, appearing to read 'Yehdega Retta', is positioned above the printed name.

Yehdega Retta  
Primary Examiner  
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